

G7

next **gen** housing

**PROCUREMENT  
FLEXIBILITY &  
FUGLINESS**  
SIAL



GRI SELDA

## extremes of reputation



Reputation can play a huge role in fugliness. Coming from a "dodgy" town instantly labels someone or something fugly

On the other side, painting an unnatural happy or wealthy picture of something can also make it fugly

## extremes of wealth



Due to its nature, poverty brings with it fugliness. Natural materials and general filth make the poor look fugly

Conversely, abundant wealth can lead to extravagance in buildings, environments and personalities. This is fugly

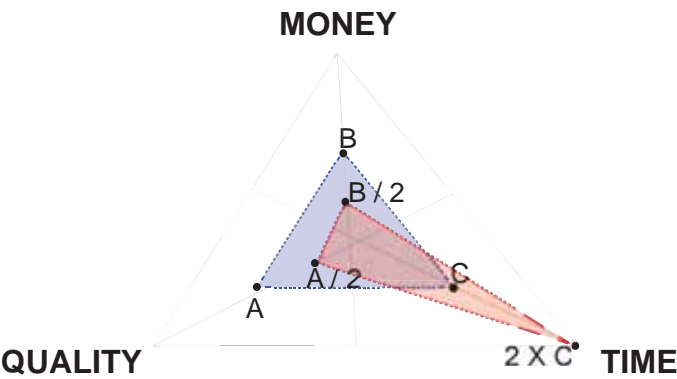
**FUGLINESS**

### references:

- images obtained from google images
- original photo of hearst castle, ca (benjamin clements)



| QUALITY | MONEY | TIME  |                              |
|---------|-------|-------|------------------------------|
| A       | B     | C     | <b>BUILDERS - CONTRACTOR</b> |
| A / 2   | B / 2 | 2 X C | <b>SELF BUILT</b>            |



references:

- original constructed table and diagram
- backpacker ben travel blog, "favela tourism, rocinha, rio", <http://www.backpackerben.co.uk/highlights/favella-tourism>



## extremes of density



Typical low density living can be pristine, however it is very wasteful and leftover space can be useless and fugly

High density is fugly too. People piled on top of one another and no space to breathe, this too, it fugly



**FUGLINESS**

### references:

- now and then, "claustrophobic", <http://thenowandthen.wordpress.com/2009/12/05/claustrophobic/>
- backpacker ben travel blog, "favela tourism, rocinha, rio", <http://www.backpackerben.co.uk/highlights/favella-tourism>



## extremes of scale



Living in such small spaces, or just things existing in seemingly "wrong" proportions will make something fugly

Excessive scale is also very fugly. McMansions (as they are referred to here) waste space and usually look fugly

## extremes of composition



If the composition of something becomes overly simplified or symmetrical, it tries to achieve too much and instead becomes fugly

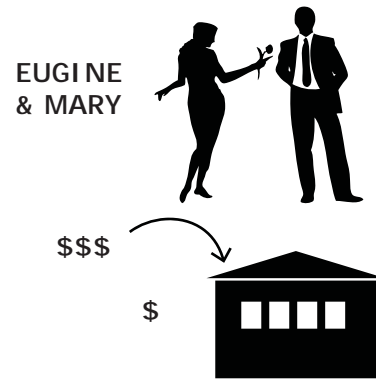
On the other hand, complex compositions can look very messy and unstructured. These also have the risk of becoming fugly

**FUGLINESS**

### references:

- images obtained from google images





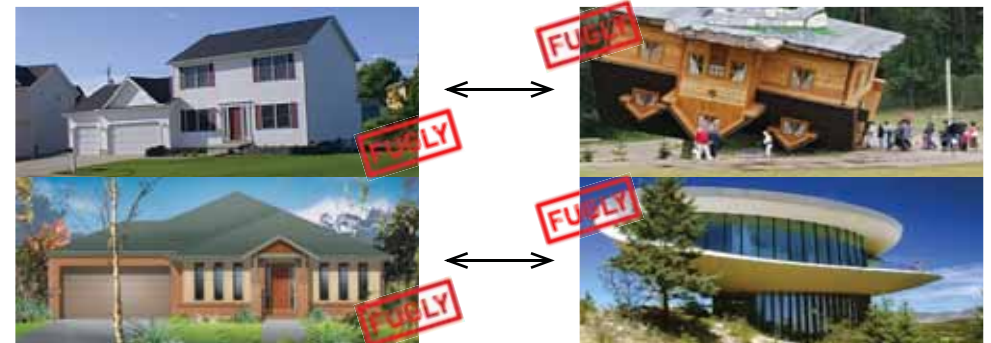
## extremes of form



Pure forms, while pure, are also fugly. The lack of interest generated with them is what makes them fugly

Extreme form leads to fugliness. The tendency is to "overuse" form to create meaning, instead it becomes fugly

## extremes of familiarity



If something like a house becomes too familiar, it becomes an eyesore and when this is repeated over an area... fugly

Unfamiliarity is fugly too. Humans are naturally resistant to change, and so anything unusual will be seen as fugly

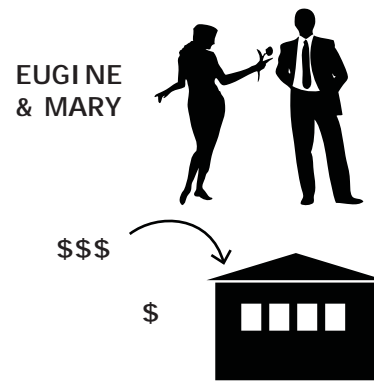
**FUGLINESS**

### references:

- original photo of walt disney concert hall, ca (benjamin clements)
- original photo of national gallery of victoria, vic

(benjamin clements)

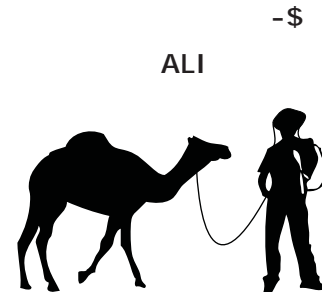
- other images obtained from google images



The **Oscar Mayer Wiener mobile** is the most famous of all promotional vehicles. A Wiener mobile is an automobile shaped like a hot dog on a bun that is used to promote and advertise Oscar Mayer products. It was created in 1936 by Oscar's nephew, Carl G. Mayer. Although gas rationing kept the Wiener mobile off the road during World War II, in the 1950s Oscar Mayer and the Gerstenslager Company created several new vehicles using a Dodge chassis or a Willis Jeep chassis. In 1969, new Wiener mobiles were built upon a Chevy motor home chassis and featured Ford Thunderbird taillights. In 1995, the Wiener mobile grew in size to 27-feet long and 11-feet high. In 2000, the big dog was given the power of a 5700 GM VORTEC engine. (<http://en.wikipedia.org/wiki/Wienermobile>)

The **motor home prototype** has fascinating details and systems which have the potential of transforming into a two story Japanese loft space, fabricated out of rice paper windows and Tanami mats. What used to be an old truck is now converted into a fully equipped contemporary house, with conventional appliances and rooms. The house consists of a bedroom, a kitchen, a bathroom and a 12V and 100V switch board. The metallic construction makes the entire structure lightweight and manageable. For instance, the construction time necessary for the second floor is about two minutes and its size is about 6 sqm. In addition, the motor home's size is informed by the narrow roads in Japan.

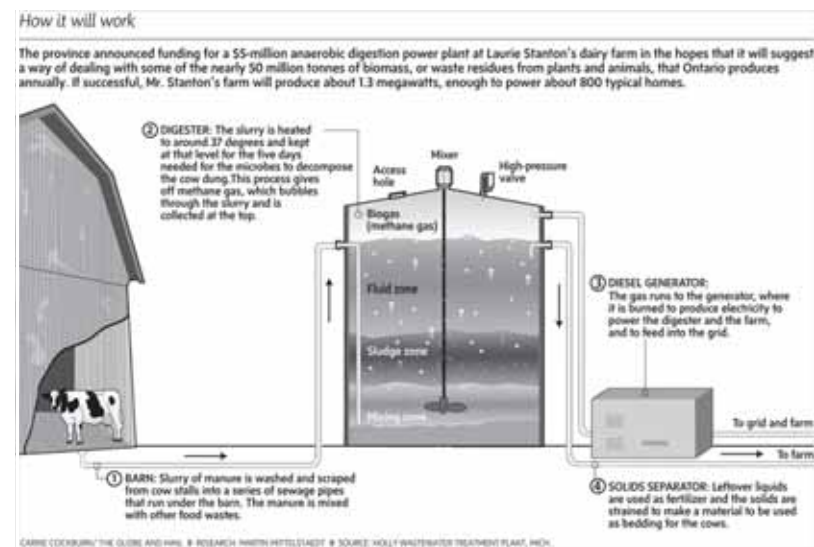
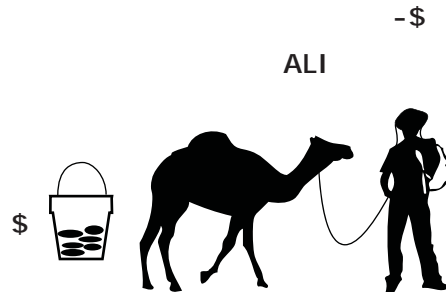
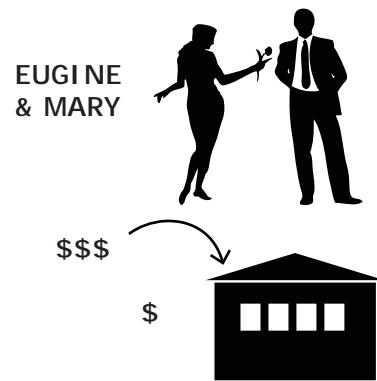
New York artist Michael Rakowitz is the engineer of **paraSITE**, a temporary living space for the homeless. We may see homeless citizens every day, but now we see them unexpectedly, living inside what looks like a space age tent. ParaSITE uses the waste warm air that escapes buildings to inflate and to provide night-time shelter. The cities and their buildings become hosts for the homeless, providing a short term solution for an ongoing condition.



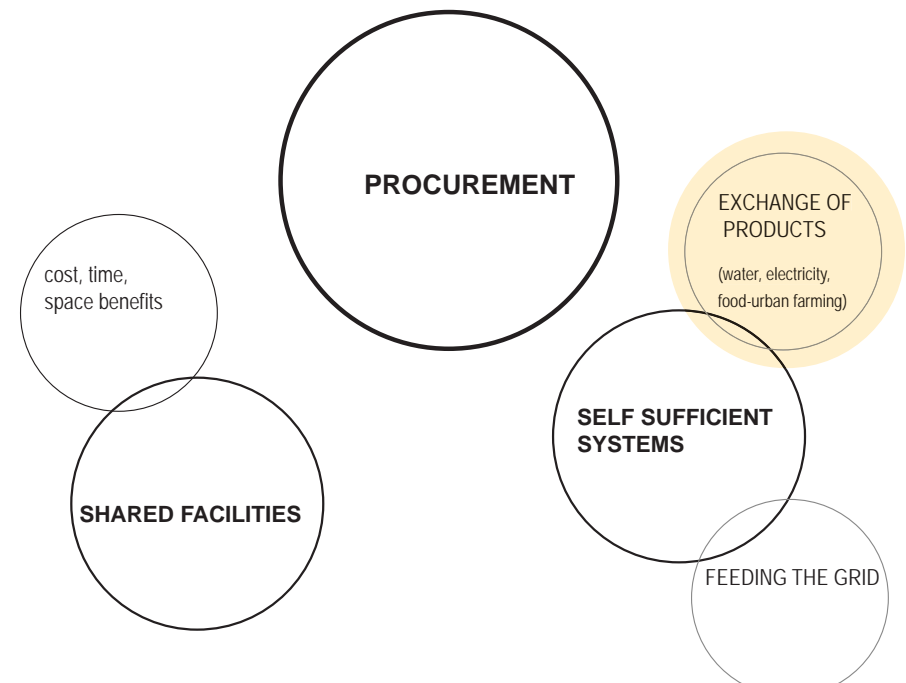
## references:

- wikipedia, "wienermobile", <http://en.wikipedia.org/wiki/wienermobile>
- monomoy.com, "amazing diy camping car with japanese-style zen loft space",

- <http://www.momoy.com/2009/06/04/amazing-diy-camping-car-with-japanese-style-zen-loft-space/>
- michael rakowitz, "parasite", <http://michaelrakowitz.com/parasite/>



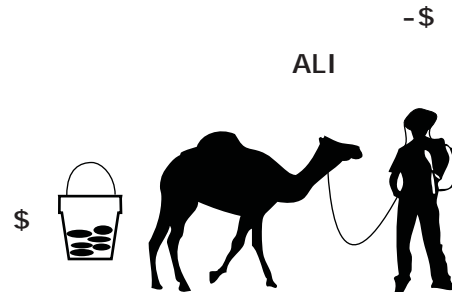
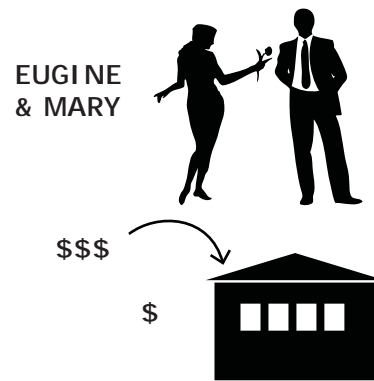
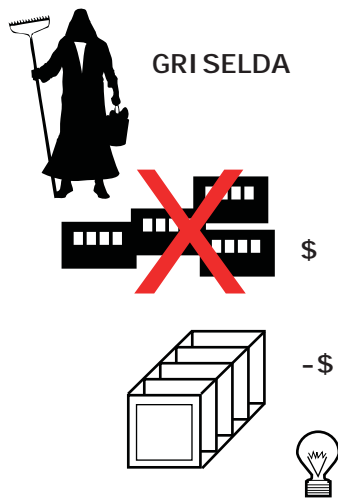
The idea of turning cow waste into electricity, according to its boosters, which include the Ontario government, the source of \$2.5-million in financing for the venture, sidesteps one of the biggest quandaries in agriculture today. Manure, is a material nearly no one wants; while farmers typically spread it on their land as a substitute for fertilizer, the activity is often a source of complaints from neighbors offended by its pungent smell, and worried about its potential to pollute groundwater. The province announced funding for a \$5-million anaerobic digestion power plant at Laurie Stanton's dairy farm in the hopes that it will suggest a way of dealing with some of the nearly 50 million tonnes of biomass, or waste residues from plants and animals that Ontario produces annually. If successful, Mr. Stanton's farm will produce about 1.3 megawatts, enough to power about 800 typical homes. (HOLLY WASTEWATER TREATMENT PLANT, MICH.)



## references:

- media, "on the farm, a back-end solution to an energy crisis", <http://www.cleanairalliance.org/node/576>





In this accelerating age of mechanical perfection, we lonely **search for some sense of identity** within the system. We all are given the same basic components, it's how we configure them that matters. With this experimental project we assessed the transformation of the intermodal shipping container into a piece of domestic equipment, turning the mechanism/icon of global trade into shelter. Although this technology transfer is on the low end, it is in effect a sort of super-sampling. The achievement are packets of space to meet changing needs and desires for the masses developing an idea of habitation over residence that has appeal which will appeal to even the elite and other vermin over time.



WES JONES

### Flat-Packed for Mass Delivery

The SHRIMP designed by Vestal Design ("sustainable housing for refugees via mass production") is a boxy shelter meant to accommodate up to four people. It folds into a quarter of its original size for efficient shipping. Seen here as a scale model, the SHRIMP design significantly reduces the amount of space required to transport the shelter, allowing them to be dispatched in large quantities: four units can fit in one container. ([http://www.wired.com/culture/lifestyle/multimedia/2007/10/gallery\\_instant\\_housing?slide=4&slideView=8#ixzz0iNzGxZmj](http://www.wired.com/culture/lifestyle/multimedia/2007/10/gallery_instant_housing?slide=4&slideView=8#ixzz0iNzGxZmj))

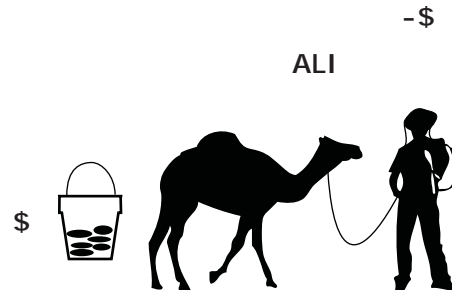
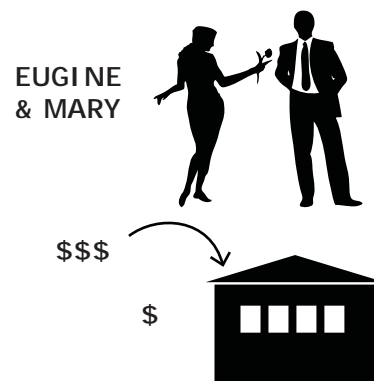
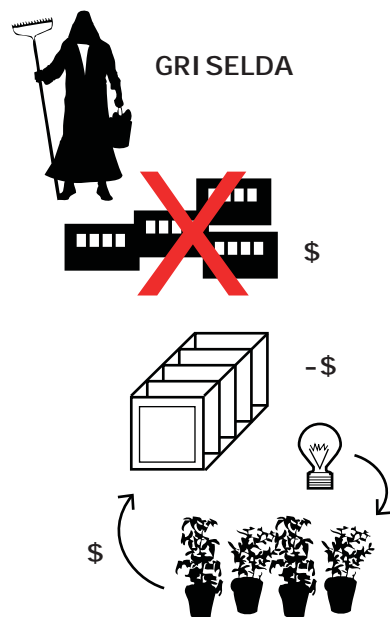


MODULAR SPACES

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- wired, "flat-packed for mass delivery", <http://www.wired.com/>

- culture/lifestyle/multimedia/2007/10/gallery\_instant\_housing?slide=4&slideview=8#ixzz0inzgxmj
- bldg blog, "mobile minimalism", [http://bldgblog.blogspot.com/2007/11/mobile-minimalism\\_24.html](http://bldgblog.blogspot.com/2007/11/mobile-minimalism_24.html)



#### references:

- youtube, "about: urban farming", [http://www.youtube.com/watch?v=8fs-ai4iyne&feature=player\\_embedded](http://www.youtube.com/watch?v=8fs-ai4iyne&feature=player_embedded),
- valcent, "food growing system honoured by royal horticultural society for the verticrop(tm) hydroponic system", <http://blog.valcent.net/?p=711>

**Urban Farming** intends to eradicate hunger while increasing diversity, motivating youth and seniors and optimizing the production of unused land for food and alternative energy. In 2005 Urban Farming began with 3 gardens in Detroit. In 2008 we have the equivalent of 600 gardens across the country and abroad, providing fresh produce for an estimated 50.000 people. During World War II 20 million Americans planted 'victory gardens'. They grew 40% of this nation's produce supply. Urban Farming's Mission is to create an abundance of food throughout America and abroad by planting organic gardens on unused land, space, rooftops and walls while increasing diversity, educating youth, adults and seniors, providing an environmentally sustainable system to uplift communities. *'Urban Farming community gardens help cut down on crime.'* - Detroit Chief of Police ([http://www.youtube.com/watch?v=8fs-AI4iYNE&feature=player\\_embedded](http://www.youtube.com/watch?v=8fs-AI4iYNE&feature=player_embedded))

The **VertiCrop™ system** is a commercial high-density vertical growing system, it increases production volume of field crops up to 20 times over, but requiring as little as 5 per cent of the normal water supply. It is a non-GM solution to food problems — for both humans and animals - using trays on a looped dynamic conveyor belt with automatic feeding stations to grow plants more efficiently. Hydroponics equipment, previously used in illegal cannabis production and passed on to the zoo by Devon and Cornwall police, played a role in the development of the project. Next week the BBC will be filming the innovative project which could enable food to be grown in relatively small spaces, cities and deserts, could reduce demand for agricultural land and so protect wildlife, increase by 20 times the amount of crop produced in any equivalent field space while using only five per cent of the water normally needed. It could also be used to grow biofuels. (*The Herald Express*)



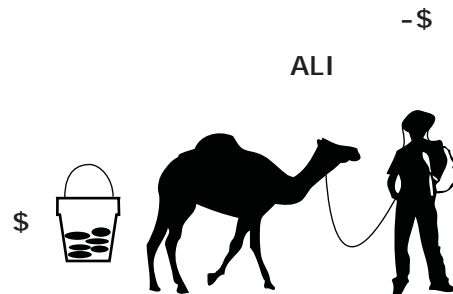
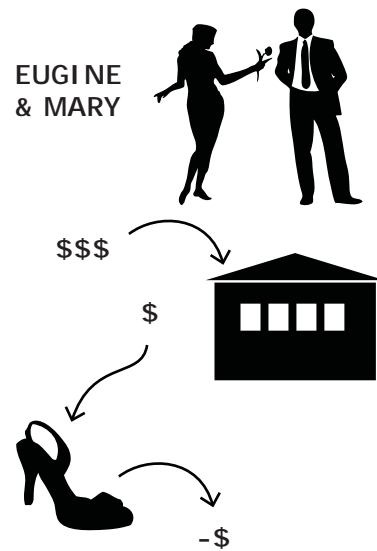
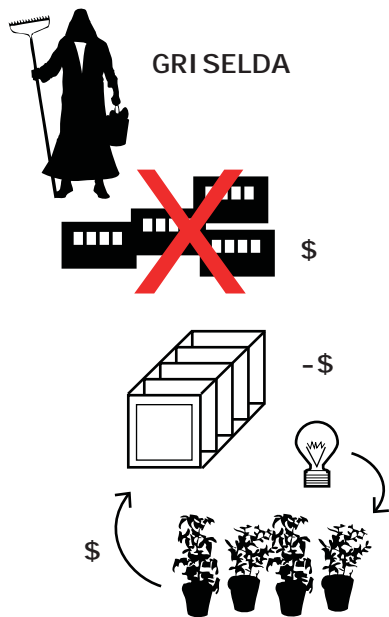
#### Urban farming sprouts in Seattle

Employees of a busy Ballard bank are planting a garden next to the drive-through. Homeowners with yards are hooking up with apartment or condo dwellers looking to grow tomatoes. Others dream of creating an "archipelago" of tiny urban farms that could sell items to restaurants or consumers. Some Seattle officials are pushing for a citywide inventory of public land that could be used to grow food, potentially including parks, land under power lines or even future reservoir caps. "To me, that's something we should be doing -- the idea of culling all of our surplus land and seeing if there are places we could open for P-patches or lease for agricultural use," said City Councilman Richard Conlin, who sponsored a recent resolution supporting local farming and access to healthy foods. She rattles off the benefits: building community, reducing greenhouse gases from trucking food, stretching budgets and even keeping neighborhoods more resilient in the face of emergencies and shortages. Residents are interested in helping connect homeowners with spacious yards and those who want to grow food but have no land. For more than two decades, gardener Griggs Irving, 71, has had a rotating cast of yardless gardeners growing purple broccoli, winter parsnips, sugar beets and a bounty of other vegetables in terraced beds behind his Wallingford cottage. "I've got a lot of space here; more than I need," he said. "There's this wonderful cornucopia of food. ... The garden is lush, I learn a lot, and we all learn from each other."



[valcent.net/?p=711](http://www.valcent.net/?p=711)

- seattlepi, "urban farming sprouts in seattle", [http://www.seattlepi.com/local/365448\\_urbanfarming02.html](http://www.seattlepi.com/local/365448_urbanfarming02.html)



**Domestic astronomy** is the prototype of an apartment where you no longer occupy a surface, you occupy an atmosphere. This installation makes allowances for these physical differences in the distribution of temperature in the space and exploits them by changing the way of life: to replace a horizontal way of living with a vertical one where we can occupy different heat zones, different layers, and different heights. Philippe Rahm creates a global ecosystem like a kind of astronomy in the home, where combinations of temperature, lights, time and place are reconfigured.

#### TDC - apartment

An instabus controlled - hydraulic piston powered modular structure allows for ever - shifting conditions on inhabitation at the touch of a button. The flexibility this combinatory structure offers is translated not only in double capacities for dinning and lounging than a conventional furniture layout, but also in a more intricate, dynamic shifting set of relationships between the different activities within the domestic realm.

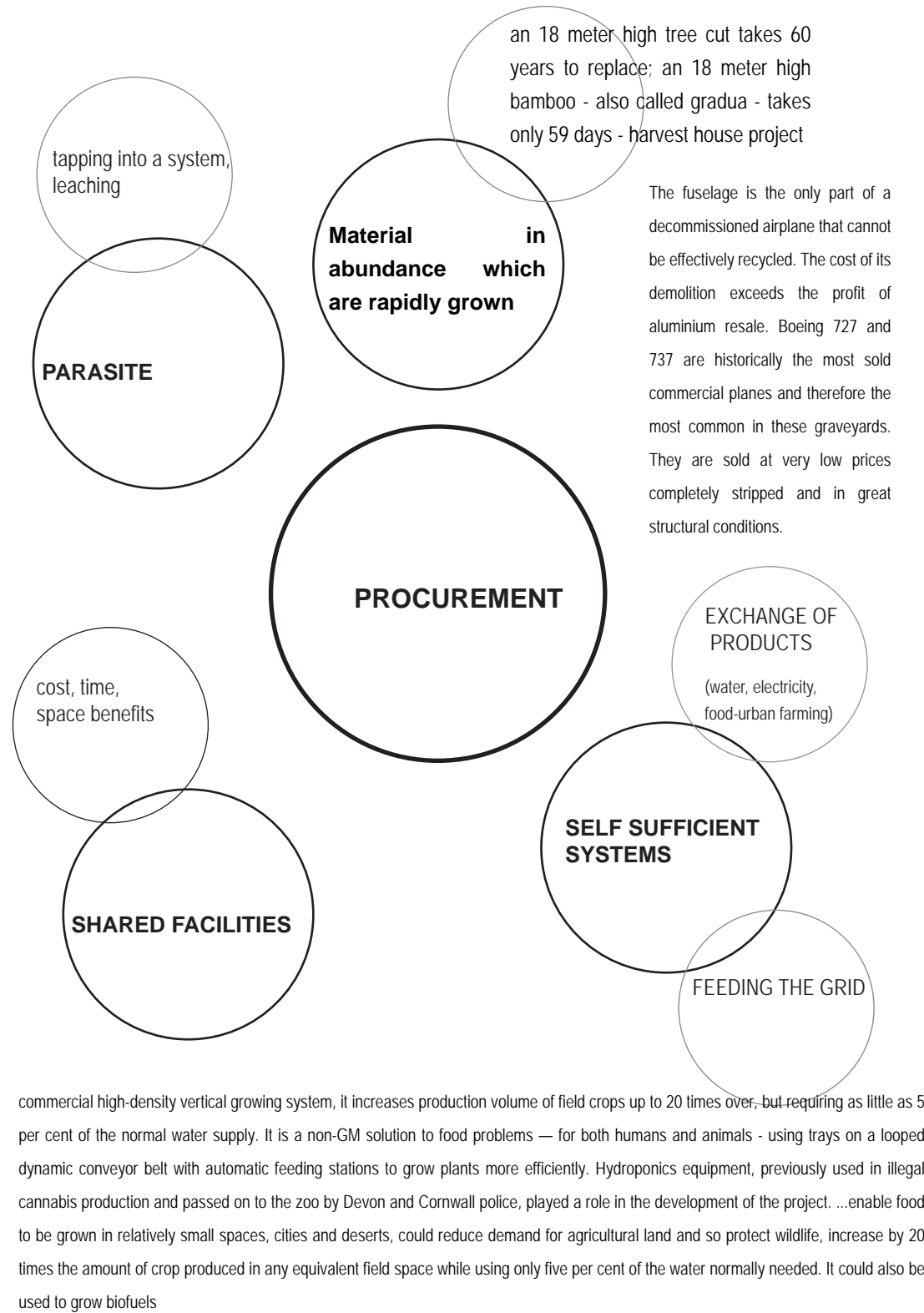
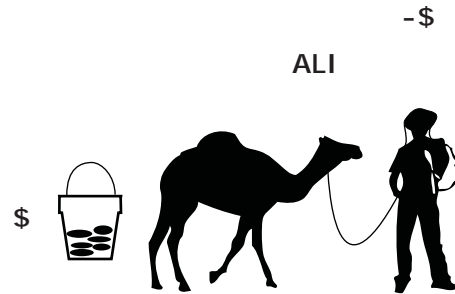
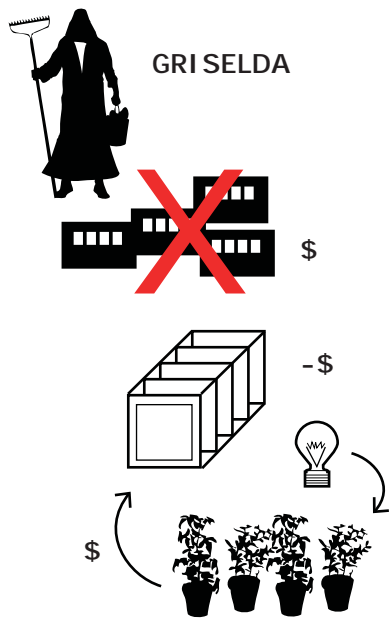
TRANSFORMABLE

#### references:

• daniels, "philippe rahm: domestic astronomy", [http://www.daniels.utoronto.ca/events/eric\\_arthur/exhibitions/5131](http://www.daniels.utoronto.ca/events/eric_arthur/exhibitions/5131)

• wallpaper\*, "hauswork\*: week 3", <http://www.wallpaper.com/architecture/hauswork-week-3/2507>

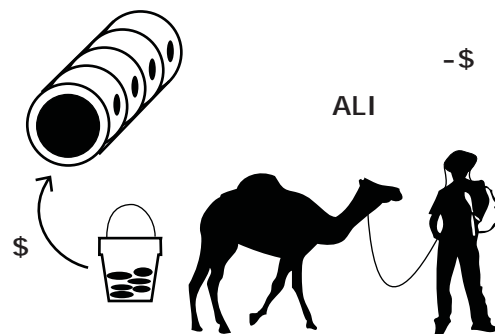
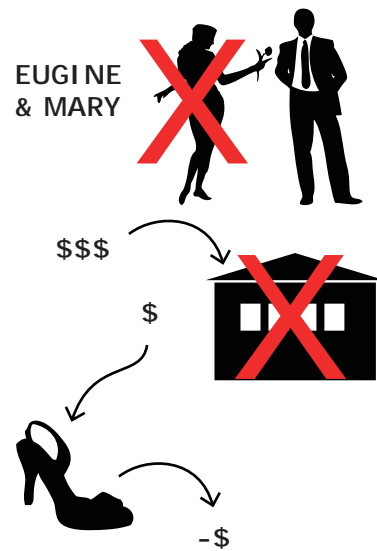
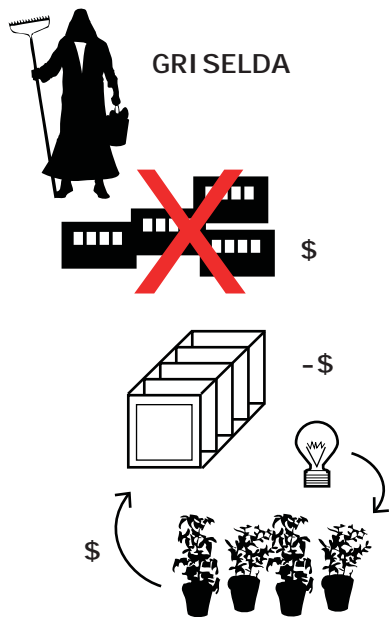




## references:

- original constructed diagrams





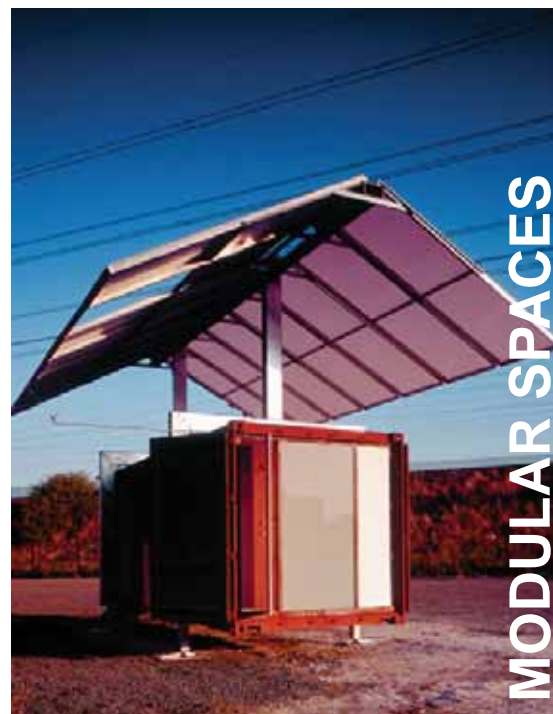
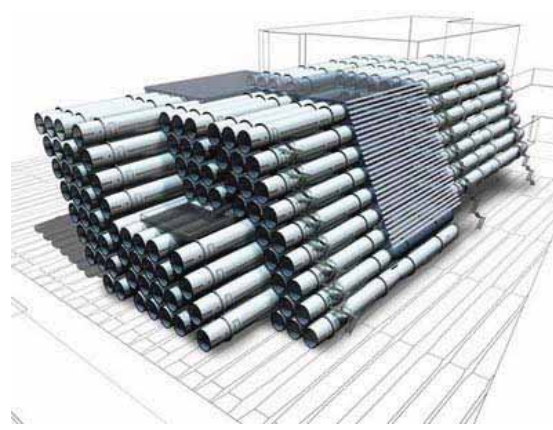
## LOT-EK Ships to Beijing

To realize its largest structure to date, LOT-EK traded in reused materials for recycled references. Blue-metal mesh wrapped around a four-story, 1.1-million-square-foot rectilinear structure evokes the scaffolding that shrouds Beijing's construction sites. Large bay windows piercing the skin will, when the building opens this summer, act as colourful "light boxes" that advertise the wares of the shops within, reminiscent of the vertical billboards that jostle for pedestrian attention across urban Asia. "By allowing each shop to project its identity through the facade," Tolla says, "it is less like a shopping mall than a series of boutiques with individual identities." (by Alex Pasternack, Metropolis Magazine)

## The airplane library in Guadalajara

LOT-EK has just proposed reusing more than two hundred discarded fuselages from Boeing 727 and 737 airplanes as the major structural components for a new library in Guadalajara. The fuselage is the only part of a decommissioned airplane that cannot be effectively recycled. The cost of its demolition exceeds the profit of aluminium resale. A huge amount of fuselages lay in the deserts of the western states. Boeing 727 and 737 are historically the most sold commercial planes and therefore the most common in these graveyards. They are sold at very low prices completely stripped and in great structural conditions. The fuselage becomes the basic module of this building. (BLDGBLOG)

Shipping containers, found in abundance all over the world, form the basis for the Future Shack, a self-contained, modular refugee-housing unit. It can be mass-produced with a minimum of materials and is easily stockpiled, making it a versatile emergency-housing unit. Disaster sites, often covered with debris, require laborious grunt work before shelters can be erected. The **Future Shack by Sean Godsell Architects** comes equipped with telescoping legs for support and can be fully assembled as needed within 24 hours on almost any terrain -- with no excavation, which means construction does not add to soil erosion problems or create additional damage to the area. When the structures are no longer required, they can be quickly packed back inside themselves and relocated around the world. ([http://www.wired.com/culture/lifestyle/multimedia/2007/10/gallery\\_instant\\_housing?slide=1&slideView=5#ixzz0iNtNlutW](http://www.wired.com/culture/lifestyle/multimedia/2007/10/gallery_instant_housing?slide=1&slideView=5#ixzz0iNtNlutW))

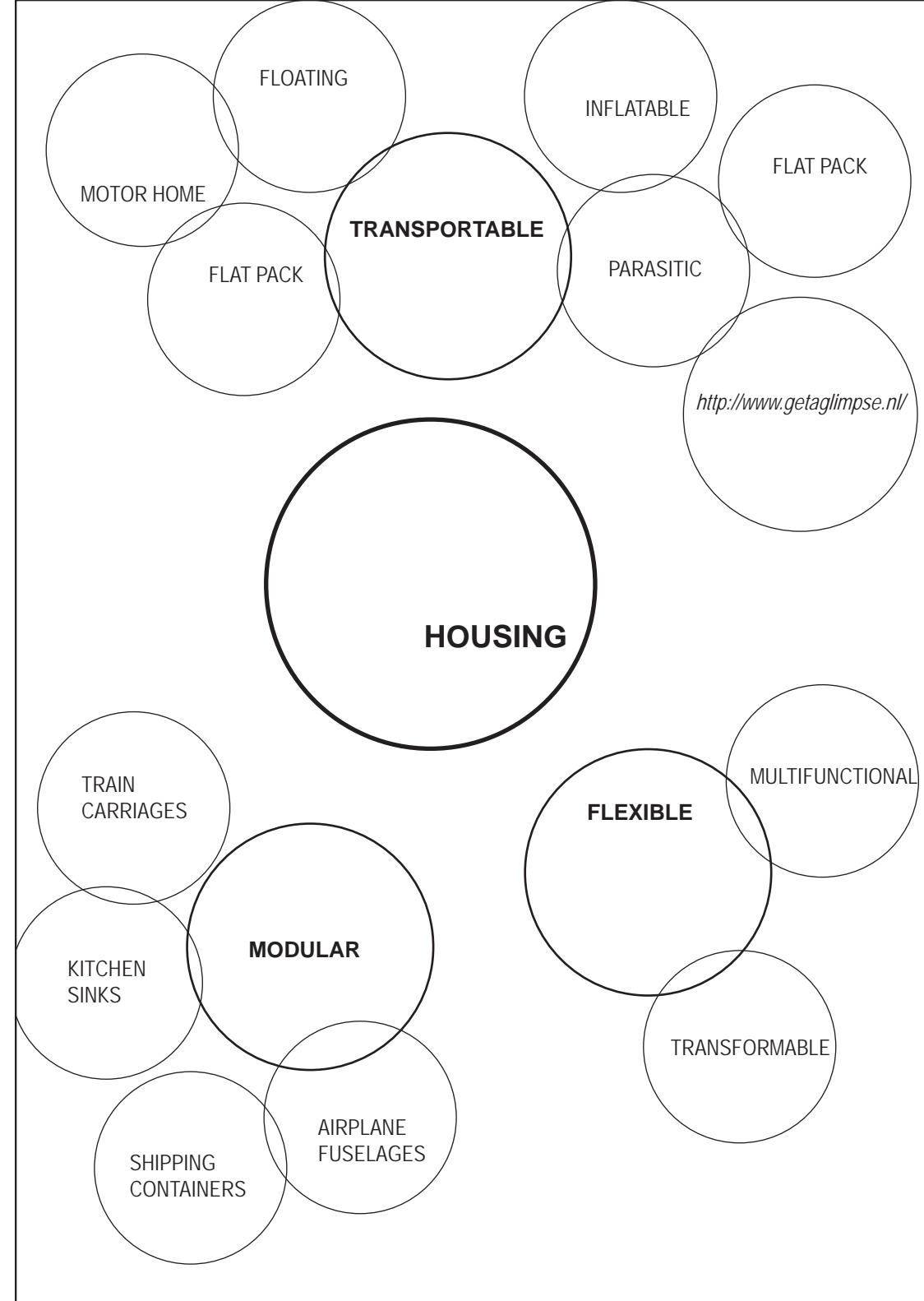
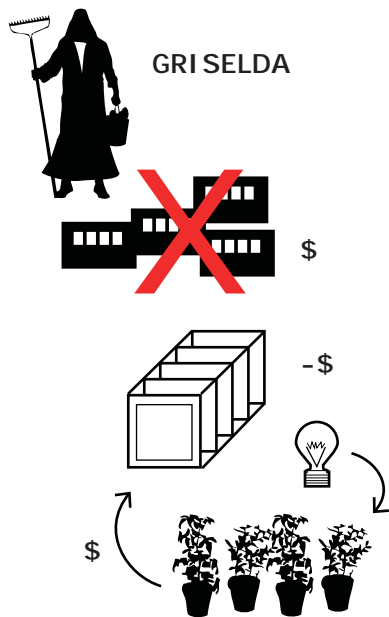


MODULAR SPACES

## references:

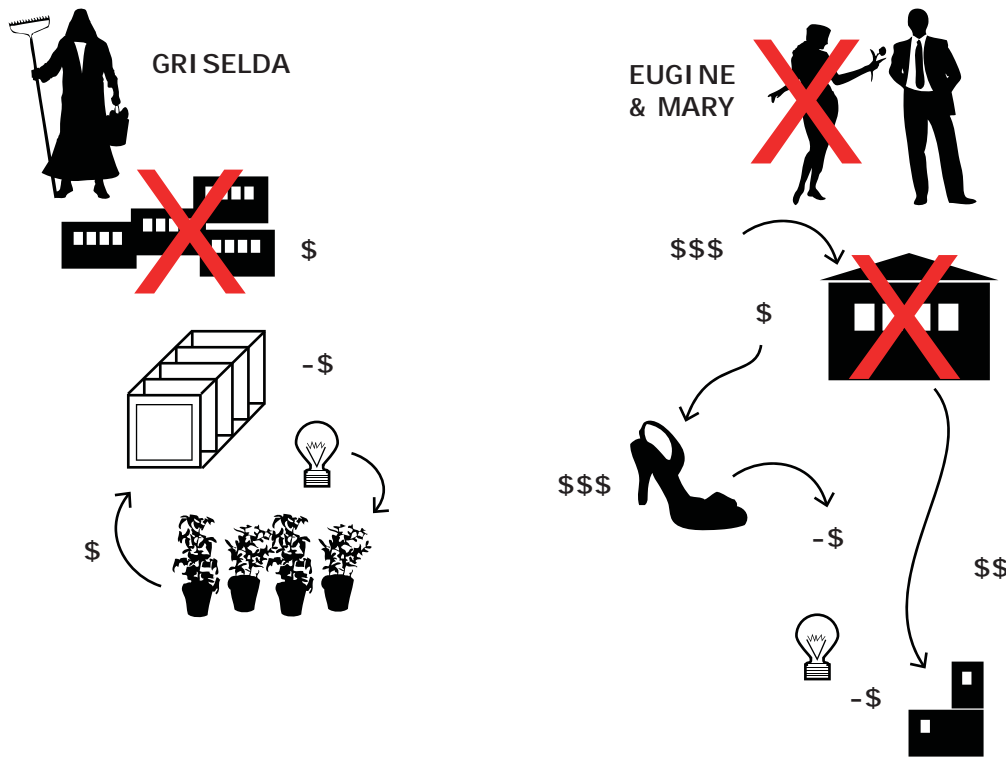
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references:

- original constructed diagrams



Modular living system (cubes)



Transforming Bamboo Shelter

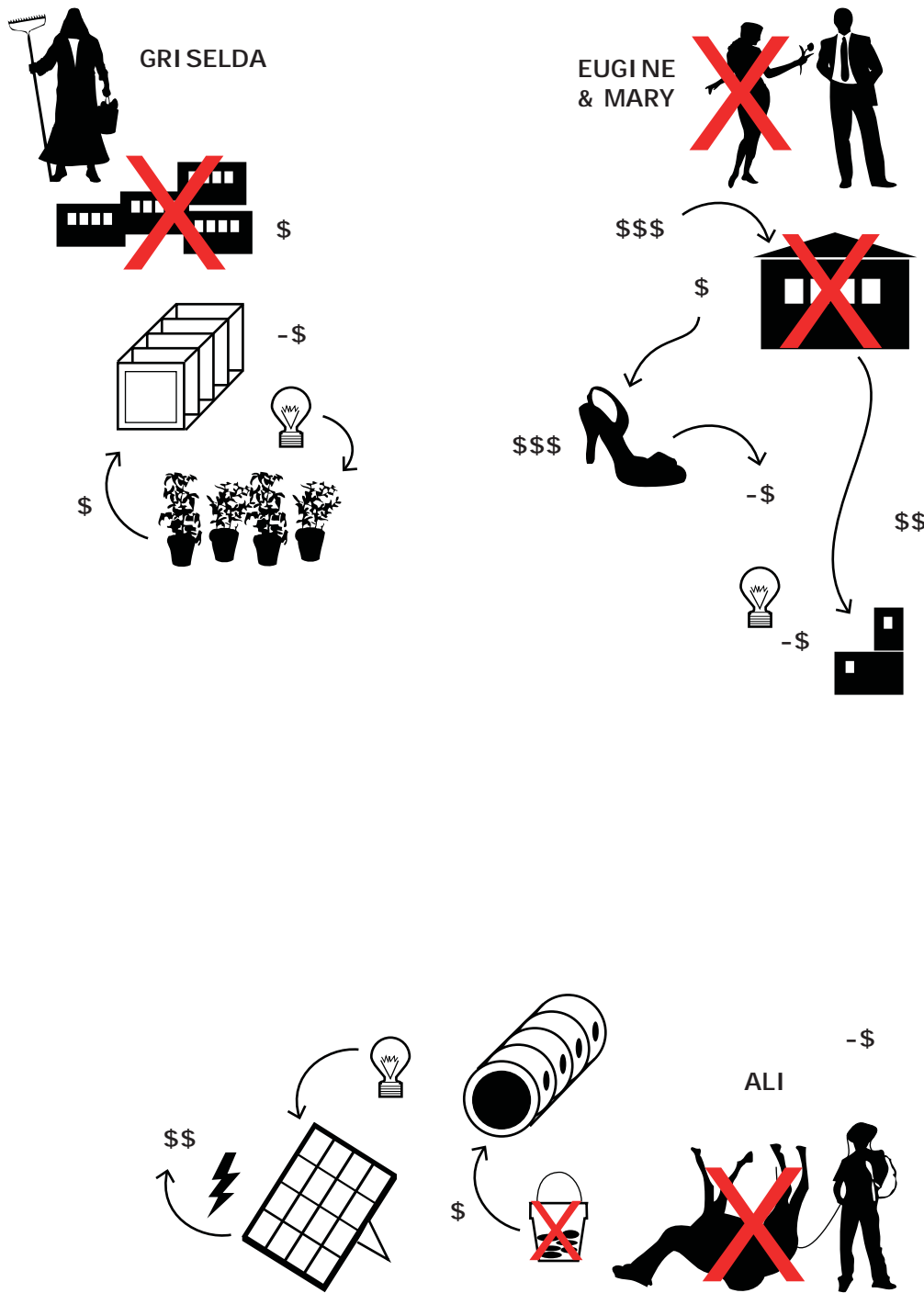


#### references:

- unit3 (cubed): modular living systems designed by matthias kaeding  
<http://www.kaedingnyc.com/>  
 youtube link: <http://www.youtube.com/watch?v=urXM7A1AgAM>

- emergency hati relief bamboo shelter: <http://www.inhabitat.com/2010/01/14/emergency-shelters-and-disaster-relief-for-the-people-of-haiti/>





## Get paid for your extra energy

In early October 2009, California's Governor Schwarzenegger signed a bill that requires utilities to pay for extra electricity that consumers feed back into the grid. That means, if your home solar panels produce more electricity than you're using, your local utility will pay you cash or assign credits that you can redeem when needed. What does this mean?

- 1) California is helping more people take the plunge to go solar by not just saving money on electricity, but paying cash for the power they generate
- 2) For people who already have solar panels, this bill discourages wasteful consumption of energy. Knowing that their extra energy will not be "lost" to the utility, solar home and business owners will conserve resources and be compensated fairly.

Under current net metering rules, give consumers a credit on their monthly bill that can be used to offset higher energy consumption at other times of the year — like the winter months. But at the end of the year, any leftover credits are zeroed out. When AB 920 comes into effect, utilities will either pay homeowners for the extra power, or they will roll the credit over to the next year. Rates will be determined by the California Public Utilities Commission, and will likely be below retail. Authored by Assembly member Jared Huffman, the AB 920 bill, known as the California Solar Surplus Act of 2009, goes into effect January 1st, 2010. Creating a fair incentive structure within California's solar market is a huge plus for California's environment and economy and an important shift toward more pro-solar legislation in the future.

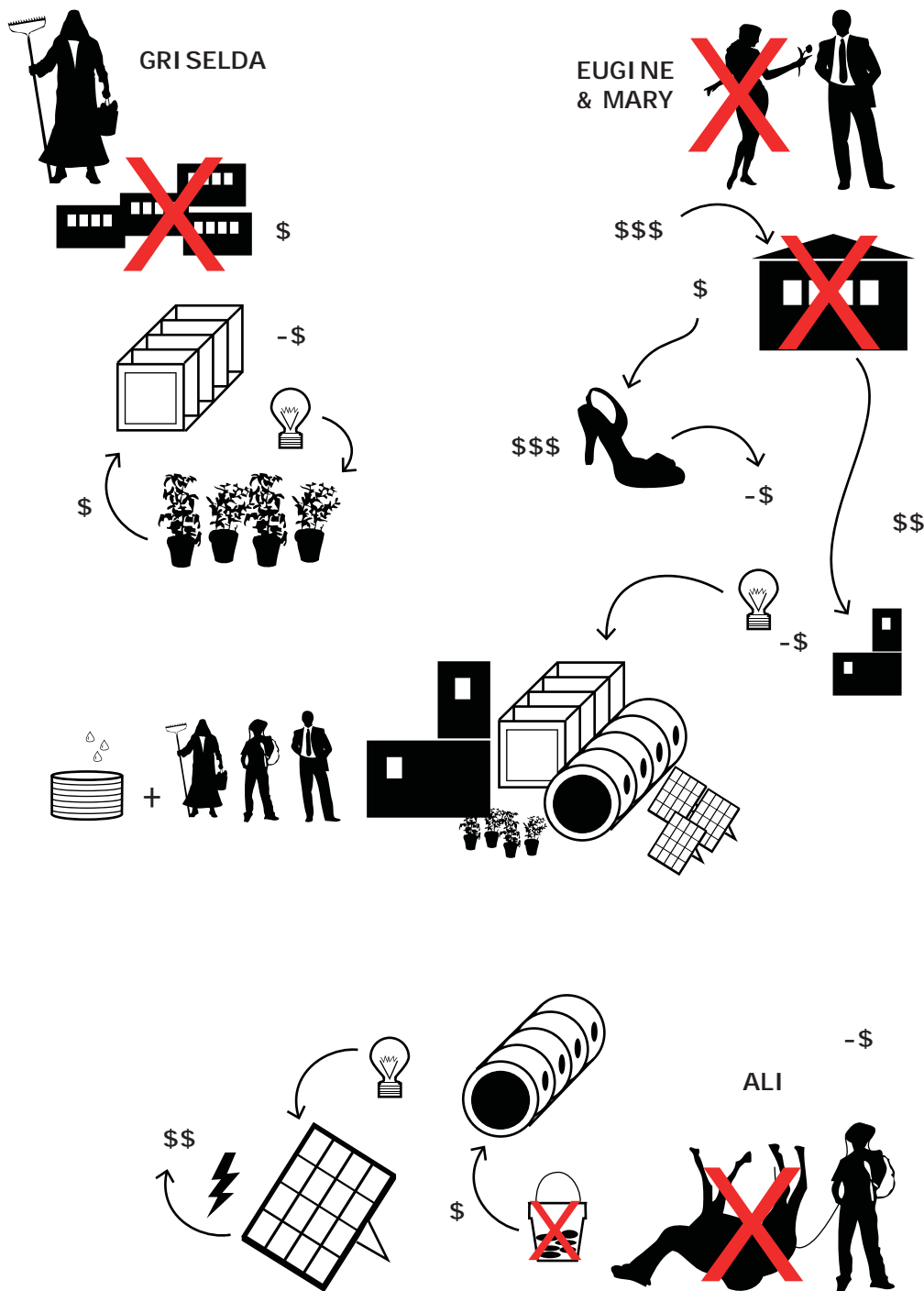
(<http://1bog.org/ab-920-%E2%80%93-get-paid-for-your-extra-solar/>)



## references:

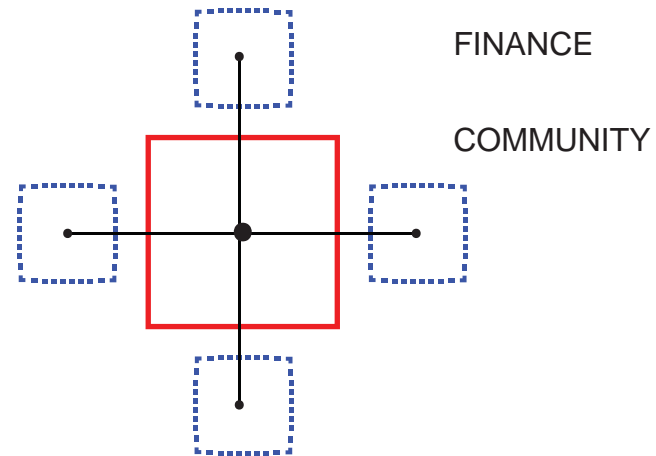
- 1bog, "ab 920 – get paid for your extra solar!" <http://1bog.org/ab-920-%E2%80%93-get-paid-for-your-extra-solar/>





## ADVANTAGES MAXIMIZED AND AFORDABLE COMMUNAL SPACE

### ELDERLY STUDENTS SINGLES



FINANCE

MINIMIZE THE COSTS  
(SHARE BILLS - RENT)

COMMUNITY

CREATE NEW RELATIONSHIPS - BONDS  
- COMPANY  
AN ENVIRONMENT  
WERE ONE LOOKS  
AFTER EACH OTHER

## SHARED SPACES PERMANENT STRUCTURES

SITTING  
ROOM

KITCHEN

W.C.  
LAUNDRY

PARKING  
SPACE

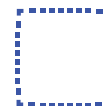
STORAGE

GARDEN  
PLAY-  
GROUND

BALCONY  
ROOF

GREEN-  
HOUSE

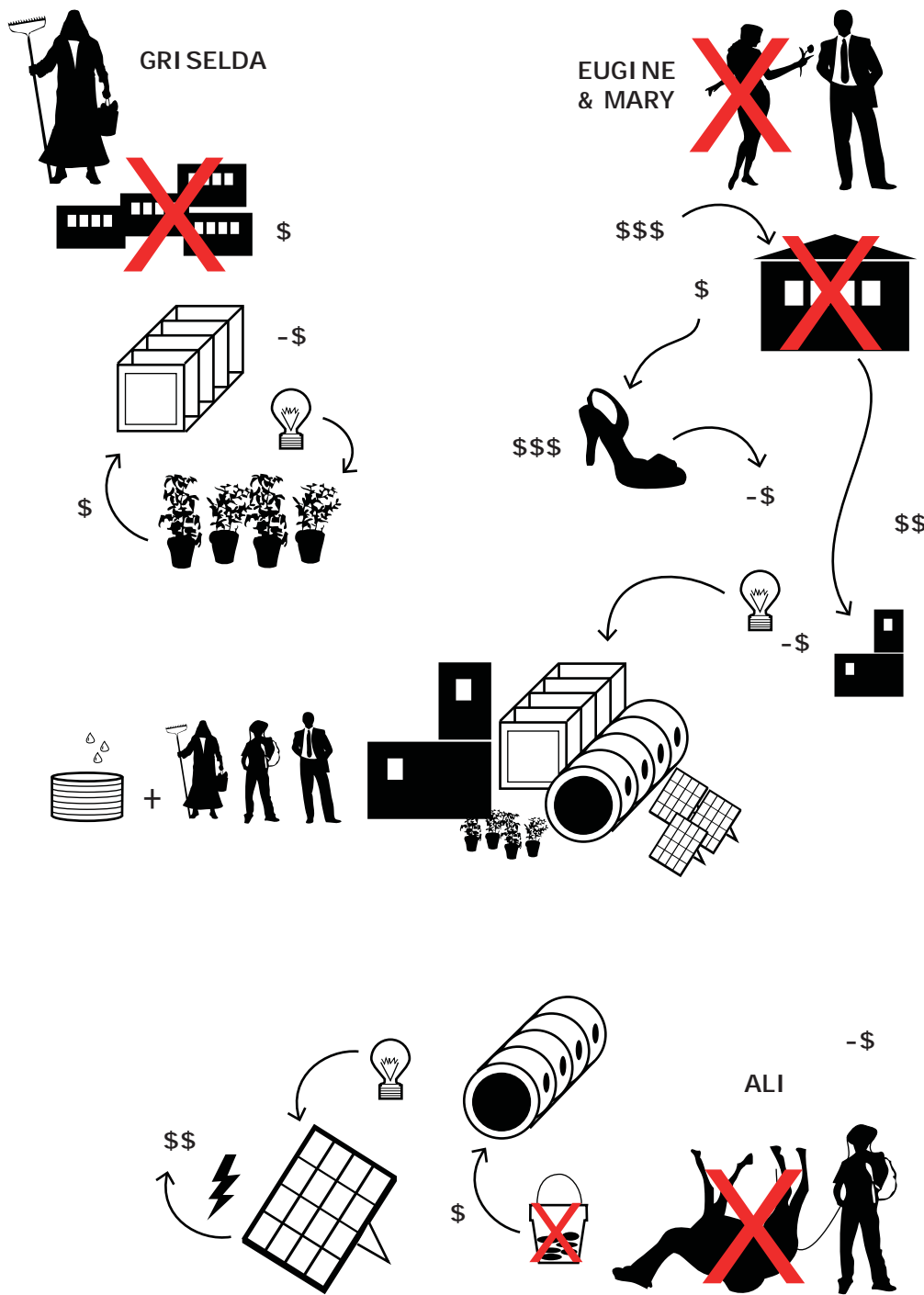
## PRIVATE SPACE TEMPORARY STRUCTURES



**SMALL TRANSPORTABLE MODULE** (CONTAINER)  
PLUG INTO A DIFFERENT COMMUNITY IF NOT HAPPY

references:

- original constructed diagrams



## ADVANTAGES MAXIMIZED AND AFORDABLE COMMUNAL SPACE

### FAMILIES

SAFETY

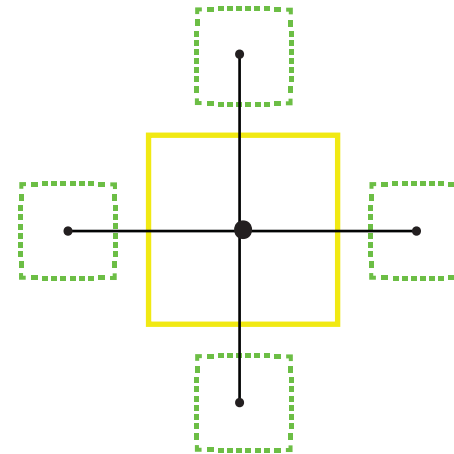
CONTROLLED SPACE FOR THEIR CHILDREN TO PLAY IN

COMMUNITY

LARGER FAMILY - CULTIVATE RELATIONSHIPS BETWEEN PEOPLE WHO ARE IN THE SAME SITUATION HELP EACH OTHER NEIGHBORHOOD - VILLAGE CONDITION

FINANCE

MINIMIZE THE COSTS (SHARE BILLS - RENT)



## SHARED SPACES PERMANENT STRUCTURES

SITTING ROOM

KITCHEN

W.C. LAUNDRY

PARKING SPACE

STORAGE

GARDEN PLAY-GROUND

BALCONY ROOF

GREEN-HOUSE

## PRIVATE SPACE TEMPORARY STRUCTURES



**LARGE TRANSPORTABLE MODULE** (CONTAINER)  
PLUG INTO A DIFFERENT COMMUNITY IF NOT HAPPY

references:

- original constructed diagrams